

The Ad-Visor

Sunday, October 8, 1916.

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats, and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

WHEN glancing through the New York "Evening Journal" yesterday, I happened perchance upon their full page advertisement stating that hereafter they would refuse such advertising as liquor, harmful drugs, etc. According to this statement, they have decided upon this policy at the sacrifice of thousands of dollars per annum.

My heart leaped with joy at perusing their glad tidings, and I immediately thought that they had emulated my good friend Ad-Visor, and were hereafter going to give the public some clean and truthful advertising.

But my joy was short-lived. I turned over one or two sheets of the "Journal," and lo! when my eyes caught sight of an ad of "Nuxated Iron." According to this ad, this great nuxation will do almost anything with the human system that a person may desire, and perhaps a little more for good measure.

And after I recovered from the shock, I decided that after all the Ad-Visor stands alone as yet when it comes to local newspaper advertising that is square.

"The American" is purified. If you don't believe it, read "The Evening Journal" of the other night. Or did you read it? And still don't you believe it?

Neither do we. Neither do numerous correspondents who, like us, joined the Hallelujah chorus for a moment, only to find that our rejoicing was ill-timed, not to say ill-founded.

For the very copy of "The Evening Journal" which contained the advertisement headed

It Is Costing Over

\$100,000 yearly

To Keep the Advertising Columns of the
New York American
Free from Objectionable Advertising

also contained the same old "Evening Journal" gallery of Mitchell the Tailor, Radway's Pills, remedies for freckles, tan, pimples, wrinkles and superfluous hair. Two choice ones masqueraded as reading matter, even to the extent of calling themselves saxeolite and delatone (note the absence of warning capital letters of trade marked letters).

From other letters on the same subject we have selected this one for the point made at the close of the first paragraph:

THE enclosed advertisement of The New York American appeared yesterday in "America's Greatest Evening Newspaper." The New York Evening Journal, in the same issue appeared the miscellaneous advertisement I have attached thereto. It is generally known that both of these newspapers are controlled and managed by the same interests. In the face of this Dr. Jekyll and Mr. Hyde combination, how can an intelligent (?) public be expected to swallow such a large dose of self-aggrandizement? The New York American cannot state more plainly: "I who was bad before, but my brother, The New York Evening Journal, is still as rotten as ever."

To The Ad-Visor I sincerely believe belongs the credit for the improvement shown by The New York American. What a wonderful example Mr. Hearst could set to many of his contemporaries by cleaning up "America's Greatest Evening Newspaper."

MICHAEL ETTINGER.

Nor is "The Journal" the only Hearst paper which would suffer by comparison if the transformation were complete. A glance at four recent Sunday issues of "The Atlanta Georgian" shows there were sixty-seven advertisements which would not pass muster with The Ad-Visor.

"The Atlanta Georgian" showed 144 advertisements of this character—or lack of it. But, jumping to Chicago, we find an even better hunting ground. In twenty-four issues of "The Chicago Examiner" there were 254 advertisements which ranged all the way from questionable stuff to stuff about which there couldn't possibly be any question at all. And in "The Chicago American" there were actually 368 in twenty-four issues! Even the pious "New York American" itself on one day recently exploited the wares of Cuticura, Ritchie & Cornell and Beecham's Pills, to say nothing of auctioneers and financial houses for whom we would require stronger sponsorship than "The American's" before risking a dollar.

If a man should spend \$100,000 a year on beautifying his front lawn, while he simultaneously rented out his back yard as a dumping ground for his neighbors' garbage, he—well, he would be liable to be packed off to Bellevue for observation. But when Mr. Hearst does this, why should we not? Surely they need a clear head in their business. If Helmar smokes? Why make a perfectly good author's imagination seem so feeble?

SPREADING of guarantees and such, the following from a copy of London Opinion, dated more than a year ago, indicates that England is more progressive in marketing than is generally believed on this side of the ocean:

When you see an advertisement in this paper you may be sure that every possible precaution has been taken to prevent misrepresentation. Being human, I make mistakes, and when I do I am glad to hear about them. If the advertiser does not refund your money—I will every time. So with confidence we may buy advertised goods. John Hart, Advertisement Manager, London Opinion.

A confidence-inspiring statement, far ahead of most of its American cousins.

AFTE reading the Helmar advertising for a number of weeks, and failing to read one to my liking, I would like to register a complaint with your column.

I have read how the aviator, judge, ball player and mechanic enjoys a Helmar cigarette; but why on earth haven't they told us how the pinocchio player, crap shooter and other such celebrities enjoy their Helmar smoke? Surely they need a clear head in their business. If the copy writer can't think up a little ditty, perhaps this will help him: "I am a pinocchio player. My playing was very erratic and a kind friend suggested that I smoke a Helmar. I could feel a change coming over me as soon as I had smoked one box. Helmars are now my best friends. I don't think I could win a game with them." J. B. M.

Let our correspondent be misjudged as an aspirant to copy writing honors, we hasten to submit to our readers his interesting postscript: "I don't smoke Helmars; I sell them."

FOR some little time the writer has with interest followed the articles appearing in The Tribune under The Ad-Visor caption. In fact, I feel justified in candidly stating that it was really through the benefits I have thus far derived and the comfort I have come as the result of reading your criticisms and suggestions that I am a subscriber to The New York Tribune.

At this time I wish to appeal to you for information, which I believe is in line with the intentions of your department—i. e., serving your patrons with truthful advertising—at the same time exposing misleading practices in this connection.

No doubt you have heard of the newly incorporated automobile company, the Emerson Motor Company, with offices at Fifty-ninth Street and Broadway—if you have not already investigated this company. In several full-page advertisements they have elaborately claimed to operate their own factory in Long Island, N. Y., where they are supposedly manufacturing automobiles for 1917 delivery, same to sell at about \$300. They are receiving subscriptions for shares of said stock at, I believe, \$4 a share.

The writer has cause for suspicion, and therefore desires your authoritative opinion as to the veracity of their statements. I shall look for this favor through the columns of your department.

M. H. SIEGEL.

Nothing that has been learned thus far has altered the decision arrived at by The Tribune, when the Emerson advertising was offered to this paper, to refuse it admission to these columns. Moreover, we know of no other clean newspaper which has accepted the extraordinary copy to which our correspondent refers.

SOME time in the early part of this year I was visited by an agent of The New York Tribune, who offered me, in consideration of my agreeing to subscribe to that paper, both daily and Sunday, for one year, reduced rates on all my magazine and newspaper columns. Some day, in accepting the offer I selected Scribner's and The Illustrated World.

Your efforts to uplift the morals of advertising have interested me, and have also prompted me in writing this note to you. In The Illustrated magazine appear all sorts of advertisements that never passed a censor, so far as the legitimacy of the claims contained therein are concerned.

Realizing that The Tribune has no control over the advertising appearing in this magazine, and appreciating that, legally, it is guilty of no wrong, I am of the opinion that both of these movements, (1) endeavoring to uplift and cleanse advertising, and (2) indirectly exposing new readers to questionable advertising, considered together, certainly show a lack of consistency, and, morally, leave The Tribune open to a charge of being indirectly guilty of false and questionable advertising. Do you concur with me?

J. J. R.

MEDIATOR ACTS IN TUBE DISPUTE

Hears Both Men and Employers of Hudson System.

TIE-UP OF LINE
SEEMS DOUBTFUL

Each Side Against Strike
—Wages Not in Question.

Commissioner G. W. W. Hanger, of the Federal Bureau of Mediation, yesterday heard the arguments of both the men and the employers in the threatened strike of the motormen and trainmen of the Hudson & Manhattan Railway Company, operating the Hudson tubes, scheduled to begin to-morrow. In the morning, immediately on arriving from Washington, he met G. H. Sines, vice-president of the Brotherhood of Railway Trainmen, and L. G. Griffing, vice-chairman of the Brotherhood of Locomotive Engineers, and in the afternoon he had a long conference with Wilbur C. Fisk, president of the company, but no decision in the matter was reached.

No question of wages has entered into the controversy, the differences arising from the fact that forty-eight men were discharged after having joined the newly organized Wilson Local of the trainmen's union. Mr. Sines said yesterday that the men made this move with the apparent acquiescence of President Fisk, but that after they had become affiliated with the organization his attitude changed. At present, it is asserted, 50 per cent of the 301 employees eligible to membership in the Brotherhood of Trainmen belong to the organization.

No Upset for Public. After the conference yesterday afternoon Mr. Fisk said that in spite of the fact that the men were threatening to tie up all tube traffic between New York City and Jersey, except by way of the Pennsylvania tunnels, he was confident that nothing would happen to "upset the public."

While the matter is before the mediation board I am not privileged to discuss it," he said, "but I am not anticipating any immediate trouble. Trains will be kept running in the tubes just as they have been in the subway after the men had gone out. In regard to the conference with Mr. Hanger, I can say no more than that I had one and expect to have others."

Mr. Sines also refused to discuss his meeting with Mr. Hanger, who came to New York at his request to mediate in the threatened clash. "My organization does not believe in strikes, nor does it want any," he said. "I believe that the present difficulties can be solved without recourse to a walk-out."

A secret meeting of the Brotherhood of Trainmen was held Friday night in Jersey City, at which time the men were addressed by Mr. Sines. Another meeting of the Wilson Local will be held to-day, at which time he will again urge the men to accept the wage offer on the applications for membership of other employees of the Hudson tubes.

**T. L. JAMES ESTATE
SHARED BY FAMILY**

Widow Gets \$50,000 Cash—Bequests to Grandchildren.

The will of Thomas L. James, Postmaster General under President Garfield and president of the Lincoln National Bank, was admitted to probate yesterday in Hackensack, N. J. His home was in Tenafly, N. J.

He left \$50,000 to his widow as well as his personal property and the income from one-third of the residue of his estate. An annuity of \$10,000 a year was to be paid to her for the life of the widow. The residue of the estate was to be divided among his children, Harriet W. James, of Hamilton, N. Y., Property to which he left her through the death of Mrs. Ella J. Pearson, another daughter, to be held in trust for his grandchildren, and to be received by the income from one-third of the residue. The remaining third becomes a trust fund for the benefit of Harriet W. James.

His grandchildren are Thomas L. James, Jr., and Dagmar W. James, sons of the late Charles F. James.

ASKS \$60,000 ON WAR DEAL

Munitions Agent Sues Fairbanks Scales Company.

Ernest J. M. Thomson, an expert accountant, brought suit for \$60,000 yesterday against the Fairbanks scales company, manufacturers of scales, Ira C. Ramsburg, of 58 William Street, attorney for Thomson, said his client had been engaged to look into the financial condition of the defendant company, and that he had been paid for his services; that he knew of an opportunity to sell the Binghamton factory, which was operating at a loss, to a British concern manufacturing war munitions, and that the Fairbanks directors gave him an option with the privilege to renew it if at the end of a stipulated period he had a customer in view.

"My client went to Great Britain," continued Mr. Ramsburg, "obtained a prospective purchaser and asked for an extension of the option. But he met with a refusal, and on that account he demanded \$60,000. The other cause of action is based on alleged negotiations with Vickers, Ltd., of Birmingham, England, for sub-contract work in munitions."

**BLIND, PARALYZED,
WOMAN HELPED MANY**

Rich Invalid Dies After Years of Philanthropy.

Fannville, Mich., Oct. 7.—Florence I. Dutcher, fifty-two years old, an invalid of wide fame, was buried here to-day. Many persons from distant parts of the country attended the funeral.

Mrs. Dutcher, a wealthy philanthropist, was blind, paralyzed and almost deaf for many years. Unable to open her mouth, she received nourishment through a broken front tooth.

Despite her infirmities Mrs. Dutcher took an active interest in the W. W. C. A. work and founded the Florence I. Dutcher Library at Toledo.

MUTE FOOTPADS ROB THREE IN 42D STREET

Hold Up Woman, Slash Another Victim—Four Arrests.

Four informal footpads, who sauntered along Forty-second Street from Third to Sixth avenue yesterday, omitted even the classic "Stand and deliver." With never a word of greeting they yanked their victims into the nearest doorways, searched them and departed.

Miss Jeannette Hogan, of 137 East Forty-second Street, lost \$3.50; Cort Mohring, of 542 Third Avenue, \$20, and Edward Vaughn, of 158 East Forty-eighth Street, who objected to the proceeding, a good bit of cash. From his right hand where a knife raked him, John Murphy, of 773 Second Avenue, Frank Moran, of 215 East Forty-third Street, Thomas McGuire, of 30 East Third Street, and a man who said his name was Michael Clery were held in \$3,500 bail each in the Yorkville court as the robbers.

MINERS TO ASK SEVEN-HOUR DAY

Move Forced by Increased Use of Machines, Says President White.

Bellaire, Ohio, Oct. 7.—Demands for a seven-hour day will be made by coal miners of the country at coming wage conferences, said John P. White, president of the United Mine Workers of America, at the miners' day celebration here to-day. Such a move is necessary, he said, to conserve the economic and social welfare of members of the miners' organization, and results from the increase in the use of mining machines.

"Having established the eight-hour day universally throughout the jurisdiction of our union, and likewise the mine run system, we can well afford to turn our attention to the coming wage conferences to a further reduction in the hours of labor," White declared. "The records show there are more machines used in coal mining now than at any time in our history. So widespread has become their use that pick mining in many districts has become almost a lost art."

"The persecution of our people in some sections where our organization has engaged in industrial strife is a serious matter," White added. "Particularly do I refer to the great strikes of Colorado, West Virginia and certain sections of Pennsylvania. But the steady entry of our movement into the field of operation is bearing fruit, and the opposition to the establishment of our union is gradually yielding to the enlightening influences of the organization, and wage increases and reduction in hours of labor are being accomplished in the interest of these deserving fellow workers."

Thousands of miners from all parts of Eastern Ohio attended the celebration and participated in a parade which preceded the address of President White.

AID SOCIETY TO TEACH THE ART OF SPENDING

\$1 Charge to Members, \$3 to Outsiders, for Course.

The National Special Aid Society, one of the preparedness organizations, is to give a series of lectures on home economics, the general topic being "The Art of Spending." The first will be to-morrow at 3:30 p. m., and lectures will be given on Mondays and Fridays thereafter until November 17 at the office of the society, 259 Fifth Avenue. The charge will be 10 cents a lecture to members. The cost to non-members is \$1 a year or \$3 to non-members.

Experts connected with Pratt Institute, Teachers' College, School for Ethical Culture, Cornell Medical College, and the housewife's center will be the lecturers. Mrs. Annie Nathan Meyer is chairman of the committee in charge.

The subjects will be: October 9, "The Need for Wise Spending"; October 13, "The Family Budget"; October 16, "Keeping Track of the Expenditure"; October 20, "How to Select Textiles"; October 23, "Keeping the House Clean"; October 27, "Tracing the Child's Path"; October 30, "Planning the Family Meals"; November 3 and 6, "Planning the Meals," with demonstrations; November 10, "Buying the Family Groceries"; November 13, "Labor Saving Devices"; and November 17, "Beauty and Utility."

PRISONER ADMITS HE HELD UP EXPRESS

Detroit Suspect Implicates Two Accomplices.

Detroit, Oct. 7.—James Medsker, arrested in St. Louis to-day, confessed he was one of three men who held up the New York-Chicago Express on the Michigan Central Railroad, near Detroit, on the night of September 27.

Medsker gave the police the names of his accomplices. Medsker declares his accomplices were railroad men and that he recently was a switchman in Detroit. Medsker said he understood the engine while his accomplices took two packages of registered mail. The robbers looted the mail in the woods near by, getting about \$500.

TINPLATE COSTS \$6; \$3.60 ONE YEAR AGO

Mills Will Now Sell for Only Six Months.

Pittsburgh, Oct. 7.—The most important independent tinplate interest announced to-day that it had decided to make a price of \$6 a base box of tinplate for the first half of 1917, an increase from \$3.60 the price of a year ago.

Mills will be forced to carry over into the new year fully two months of production, due customers at the old rate of \$3.60. As a result, it was stated to-day, tinplate mills will in future market their tinplate for 11 months instead of for the entire year.

GOETHALS CALLS ON BAKER

Eight-Hour Law Appointment Not Discussed, He Says.

Washington, Oct. 7.—Major General George W. Goethals called at the War Department to-day "to pay his respects." Secretary Baker said he was purely personal and that General Goethals did not mention his approaching retirement from the army or his selection by President Wilson to be chairman of the commission to investigate conditions under the railroad eight-hour law.

These Offerings On Sale Monday and Tuesday.

14th Great Fall Sale—LAST WEEK

Another Week of These Unusual Values

EVERY DEPARTMENT OFFERS CUT PRICES

For Example the Following:

FALL SALE SPECIALS
For Monday and Tuesday.

\$25.98 Women's Coats..... 18.50
Black Broadcloth Mixtures and Velours—Navy, Brown, Green—variety of flared fronts—large collars—side or patch pockets—belted effects—plush trimmings—all sizes.

\$15.98 Misses' Suits..... 11.84
Chic Fall models—most desirable fabrics in navy, green, brown and black—large pleurms or straight coats with belts—velvet and button trim—novelty pockets—14 to 18 yrs.

\$12.98 Women's Dresses..... 8.47
Satin and Crepe de Chine—full natty blouses, buttoned at side—silk covered buttons—long tunic with cord at bottom—navy, Copenhagen, black, green and plum—sides 34 to 46—really chic little dresses.

\$3.98 Trim'd Velvet Hats..... 2.59
Black and colors—smartly trim'd—large and small.

\$1.94 Untrimmed Velvet Hats..... 1.24
Latest styles in interesting variety—new Fall goods—large and small effects. Limit two.

\$1.98 Women's Suits..... 1.55
Wings, birds and fancy feathers—black, white and colors. Limit two.

\$1.98 Women's Suits..... 1.55
Black and new Fall shades—pleated, shirred, corded and belted—plush trim—fitted bands—all lengths. Limit one.

\$2.00 Heavy Batiste Corsets..... 1.84
Medium bust—long hips—cluster in back—silk and cotton—sides 19 to 23.

\$1.98 White Voile Blouses..... 1.38
Good practical styles—with embroidered panels and Venice or Val inserts. Limit two.

\$3.98 Crepe de Chine Blouses..... 3.25
Satin and crepe—trimmed with velvet or satin—pretty embroidered fronts—white and flesh—hemstitch finish. Limit two.

\$1.49 Women's Kimonos..... 1.19
Crepe and Flannelette—straight and elastic belt models—satin trimmed sailor collars—floral and plain colors—sides 36 to 46. Limit three.

\$1.98 Women's Suits..... 1.00
Fashionable fabric—all in the new smart mixtures—also plain navy, green, brown and black—large collars with belts beginning at sides—large collars. Limit one.

\$5.98 Women's Suits..... 4.90
Black and navy Poplins and Serges—newest smartest Fall models—with gathered backs, yokes and other styles—with and without pockets—button trimmed. Limit two.

\$2.98 Babies' Sweater Coats..... 1.65
White and colored—belted—this season's best—sides 18 to 4 yrs. Limit three.

\$8.98 Silk Caps..... 7.90
White Silk Poplin—silk lined and variety of colored—trimmed with ribbon rosettes and fur—6 months to 3 years. Limit two.

\$1.98 Little Tots' Coats..... 1.46
White Serge—belted models—silk embroidery or braid trim—splendidly made and warmly interlined. Limit two.

\$9.98 Babies' Slips..... 4.44
Nainsook—Slips and Gowns—yoke and bishop—embroidery, lace or handstitched yokes. Limit six.

\$9.98 Little Tots' Dresses..... 7.22
Lawn and Nainsook—dainty trimmings of embroidery and lace on new yoke—bishop and waist models—6 to 6 yrs. Limit three.

\$6.98 Boys' Norfolk Suits..... 5.25
Many with extra trousers—variety of Norfolk and pinch back models—cheviots, worsteds and cassimeres—best patterns—8 to 18 years. Limit two.

\$9.98 Boys' New Fall Hats..... 4.44
Light, medium and dark striped percales—newest Fall patterns—neckband or collar attached—plain or French cuffs. Limit three.

\$9.98 Children's Rompers..... 3.33
Hambray and Gingham—rocker and stripes, also plain colors—beach or closed knee—2 to 8 years. Limit three.

\$9.98 Boys' New Fall Hats..... 3.66
Newest colors and styles, including the Rah Rah, College and Pinaflore—gray, brown and fancy mixtures. Limit three.

\$9.98 Boys' Grey Underwear..... 3.39
Part Wool—Shirts, high neck, long sleeves—ankle drawers—sides 24 to 34. Limit four sets.

\$9.98 Women's Union Suits..... 7.22
Pleated Cotton—high neck, long sleeves—low neck, sleeveless—ankle length. Limit three.

\$2.69 Men's Sweater Coats..... 1.95
Wool Mixed—Collar—all sizes—maroon and dark Oxford, the colors that are now most in demand. Limit two.

\$1.29 Men's Wool Underwear..... 94
Natural gray—single or double breast—shirt or drawers—well made—all sizes. Limit 3 sets.

\$1.19 Men's Domet Pajamas..... 82
Heavy Nap—dark colored stripes on white ground—collarless—silk frogs well made—all sizes. Limit three.

\$2.95 Men's Silk Fibre Shirts..... 2.09
Up-to-date stripes and colors—well known—make give better service than many high priced silk shirts. Limit three.

HEARN

Fourteenth Street

West of Fifth Avenue

14th Great Fall Sale—LAST WEEK

Another Week of These Unusual Values

EVERY DEPARTMENT OFFERS CUT PRICES

For Example the Following:

EXQUISITE BLOUSES FOR WOMEN

"Simply ravishing!" gasp our customers as they turn from one artistic creation to another. We can't find blouses of finer workmanship in the so-called exclusive shops.

Blouses of Tinselled Lace and Gold over heavy satin and chiffon. Peplum blouse with edges scalloped and hand embroidered in gold and shades of brown and flesh. Perfect taste wrought on fine fabrics..... 16.98

Extraordinary Blouses in Surplice Design, in navy or black blended with French gray, embroidered in silver figures. Some with chamois vests, generous collars and cuffs..... 13.98

Beaded and Silk Embroidered Georgette Crepe Blouses, in every radiant shade. Inset medallions—and silk mesh—hemstitched collar; also peplum blouses of vivid tones..... 8.98

Georgette Crepe and Chiffon Blouses—enhanced by chintilly lace—single or double collars, standing or flat—in navy, cream, plum, black, gray, brown; also taffetas and messalines in novelty stripes and plaids, with Venice or flit lace—some strictly tailored, tucked or pleated..... 5.98

Blouses of Striped or Plaid Taffetas, in simple, effective models of various colors; also chintilly, chiffon underlays, crepe de chine and lustrous silks, trimmed with Venice lace and embroidery in white, flesh, also black lace, crepe de chine, messaline and satin blouses, with tucks, plaits and hemstitching, smart tailored styles..... 2.98

See also our Specialized Blouses at 1.85

CHIC HATS

The "New Vogue" one was our Specialized \$5.00 Hat—come in delightful variations—sassy turbans, dippy sailors, severe turn-aways, dashing helmets, demure mushrooms and ever so many more. The colors are of generous variety, too—wine, African brown, taupe, navy, gray, bottle green, new blue, etc. And the trimmings—they are the most original and unusual of all else!

5.00

The \$7.50 Hat

It is dressy or tailored—large, medium and close fitting. Of velvet, sometimes combined with gold lace trimmed with fancy feathers, fur, steel ornaments and other novelties. Charming Dress Hats to..... 15.00

Finely Tailored Hats to..... 15.00

LYONS VELVET HATS—Untrimmed—Special for Monday and Tuesday; regularly \$2.98..... 1.95

For the Bridesmaid—Fascinating style silhouette dresses—trimmed with fur on bodice and skirt—silver ribbon gleams through tulle on bodice—tassels—pink, blue, apricot, turquoise—bewilderingly refined and fetching..... 18.75

Other dresses from 15.98 to 34.98

FINE UNDERWEAR

Crepe de Chine and Satin. Every table—every counter—all the shelves are piled high with dainty underwear of all styles—lace, emb., hemstitching or heading trim—camisoles—petticoats—anything you need in any style you want. Crepe de Chine underthings prove so delightful..... 1.98

Crepe de Chine and Satin Camisoles—lace trimmed front and back—ribbon run—sides 36 to 44—flesh and white..... .98

Crepe de Chine and Satin Camisoles—lace trimmed—medallions in front—flesh and white..... 1.08

Crepe de Chine Camisoles—lace insertion in various patterns—ribbon bows—flesh and white..... 1.29

Crepe de Chine Petticoats—gold emb. ruffle—reg. \$3.98..... 2.69

Special Lot of Fancy Crepe de Chine Petticoats—most elaborate—extra under ruffle—reg. \$4.69..... 2.98